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TO: Commissioner of Patents  
FAX NO.: 703-872-9306  
FROM: Eamon J. Wall  
DATE: February 1, 2005  
MATTER: Serial No. 09/737,841 Filed: December 14, 2000  
DOCKET NO.: DIVA/308 (SEDN/308)  
APPLICANT: Donald F. Gordon, et al

The following has been received in the U.S. Patent and Trademark Office on the date of this facsimile:

<input type="checkbox"/> Petition	<input checked="" type="checkbox"/> Transmittal Letter (2 copies)
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PTO/SB/21 (09-04)

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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	09/737,841
	Filing Date	December 14, 2000
	First Named Inventor	Donald F. Gordon et al.
	Art Unit	3623
	Examiner Name	Romain Jeanty
Total Number of Pages in This Submission	Attorney Docket Number	DIVA/308 (SEDN/308)

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Facsimile Transmission Sheet
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Firm	Moser, Patterson & Sheridan, LLP		
Signature	<i>E. J. Wall</i>		
Printed Name	Eamon J. Wall		
Date	2/1/05	Reg. No.	39,414

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This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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	Examiner Name	Romain Jeanty
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ENCLOSURES (check all that apply)		
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm	Moser, Patterson & Sheridan, LLP		
Signature	<i>E. J. Wall</i>		
Printed Name	Eamon J. Wall		
Date	2/1/05	Reg. No.	39,414

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**PATENT APPLICATION**

Applicant(s): **Donald F. Gordon et al.**

Case: **DIVA/308** Group Art Unit: **3623**

Serial No.: **09/737,841** Filed: **December 14, 2000**

Examiner: **Jeanty, Romain**

Title: **METHOD AND APPARATUS FOR COLLECTING AND  
REPORTING CONSUMER TREND DATA IN AN INFORMATION  
AND DISTRIBUTION SYSTEM**

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*Arinda LaFarge*

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Alexandria, VA 22313-1450

**SIR:**

**RESPONSE UNDER 37 C.F.R. 1.111**

This is in response to the Office Action mailed November 2, 2004.

The Commissioner is authorized to charge any fees due, including additional extension of time fees, required to make this filing timely and complete to Applicants' attorneys' Deposit Account No. 20-0782/SEDN/308.